

Washington Post  
Bill McSherry Interview by Will Hobson

[Due to the interviewee's audio quality, indiscernible notations are in the transcript.]

Bill McSherry: Hello?

Will Hobson: Hey, Bill.

Bill McSherry: Hi.

Will Hobson: How are you?

Bill McSherry: Great.

Will Hobson: Good. Do you have a few minutes?

Bill McSherry: Yeah.

Will Hobson: So I just --

Bill McSherry: I'm sorry. I'll turn the TV off.

Will Hobson: I appreciate that. So I just want to follow up on our last chat. Basically, as I explained last time, you know, we're working on a biographical book about Donald Trump. And I'm writing the chapter about his USFL involvement. You know, you had made reference last time we talked about how there were some things you thought, that the One Dollar League and that subsequent coverage of the USFL had gotten a little bit wrong, about how that all went down. So I just want to talk to you about that.

Bill McSherry: Sure.

Will Hobson: First off, you were involved with the USFL from when to when because you were the executive director for a while.

Bill McSherry: I was originally hired as counsel. My years are getting confused, but I would say it would have been probably the summer of '84.

Will Hobson: So when you were brought on, Trump was already involved, you were already on the Generals?

Bill McSherry: Yes, yeah. He already owned the Generals. He was on the executive committee. And I went to a meeting of the executive committee that he was at, that's when I was hired, and then the league had some outstanding litigation against the league based on the college eligibility rule. I don't know if you're familial with that but it was an issue then.

Will Hobson: Yeah.

Bill McSherry: And they suffered a bad loss in Arizona where somebody got like a \$90,000 judgment against them and there were other lawsuits being filed on the heels of that. So that was my first assignment. I handled that.

And then Steve Ehrhart announced that he was leaving to go to Memphis and become the president of the Memphis Showboats. And then there was no longer an executive director. And while Chet Simmons - God bless his soul - was the commissioner, Steve really ran the league as far as the football part of it and the

business part of it. They had a pretty good marketing guy and a good director of operations in Peter Hadhazy who had a long history with the NFL before he went to the USFL. But Steve ran the business. He and John Bassett were the ones who made the, in hindsight, disastrous decision to expand. But at the time, that looked like a good thing to do.

I got there after that. I defended the league in a couple of those college eligibility cases and I got to know most of the owners. And when it became obvious that with Steve's departure, Chet didn't have any interest in being the commissioner anymore and he had hired an adviser to buy him out of his contract, Chet and I developed a close relationship to the point where my office was at Community Park Avenue. The USFL's office was at 62 Vanderbilt. Since you're in Washington, you wouldn't know how close that is, but it was merely two blocks away from me. But I was a little further north. So my office became USFL north because Chet couldn't stand going to the office and being harangued by Donald and the other owners. That's just Donald. So he would come and hide in my office basically, being able to make outgoing phone calls, be told whom to call by his secretary back at the office.

Will Hobson: In a Donald league last night, I was reading about a back and forth between Chet and some owners including Donald on a telex machine.

Bill McSherry: Yeah.

Will Hobson: That, I'll admit, that's a little before my time. Was that something like basically a fax machine or --?

Bill McSherry: No. Telex was a machine that I became extraordinarily familiar with in my years representing the American Basketball Association. It was a teletype machine, which you had to type into a machine that would print out in code. You type on a very thin piece of paper that would then be routed to some kind of a transmitter and would go to whoever was designated to receive it. It was the only way that I'm aware of that sports teams communicated with the home office and the home office with them.

So it was the way they used what they call the waiver wire. When a team waived a player, everybody would get a notice at the same that the player had been waived and anybody want to claim them had a certain amount just to claim him. It was also used for trying [sounds like] to hit the teams up for money of their assessments. And it was a way for the teams to individually communicate with the home office about their complaints about officiating, about the dirty tricks of other clubs. It was basically, other than the telephone, it was the only way you had to communicate after fax machines were created but before most people could figure out how to use them. And it was well before computers.

The telex machine was I had a secretary who was extremely proficient that time, dating back to the old basketball days and even the tennis days because I worked with tennis people before I got involved in basketball or football or hockey. And it was antiquated but it was efficient.

Will Hobson: So I have a few specific questions about Donald and the USFL. But before I do that, do you have any general memories or anecdotes about Donald's run in the USFL that come to mind that you think are particularly noteworthy or emblematic of the job he did when he was involved with the league?

Bill McSherry: Well, I'll give you my observations based on most of my recollection and observations. Donald's arrival at the league was extremely important to the league because Donald even then, even though I guess he was in his thirties then, would have been a known quantity, that he had a bigger personality than any other owner in the league, even though there was like [indiscernible] was in the league, and John Bassett had a personality.

But you know, when Donald arrived, he basically immediately assumed the leadership position in the league. And by the time I got there, I could see at my interface with the executive committee, which Donald is only one member of and they were like five other members, but he was the one that they were looking

to, and he was the one who could basically drive the agenda. I was impressed with him. I mean, he was articulate. He had then already enough of a personality to engender an amount of respect. And even though most of the other people on the executive committee like Alfred Taubman and Myles Tanenbaum, you know, were in their own right successful people, perhaps much more successful than Trump, but they deferred to him because they understood that his happiness was going to be equivalent to the success of the league if the league was to succeed at anything. And you know, he's playing in New Jersey. He signed Herschel Walker. No, actually --

Will Hobson: Yeah. Duncan signed him.

Bill McSherry: Duncan signed him, first of all. But he befriended Walker and I guess signed him to [indiscernible] contract with him. And they had signed Flutie. He signed up Brian Sipe. He had Maurice Carthon. I mean, Donald seemed to be doing everything right. Walt Michaels, former NFL coach, longstanding reputation so he was a very impressive guy, and he knew that. Then he started to move the league into his direction. He had developed a reputation for wanting to kill the NFL so to speak, that was one of his favorites; we're going to kill the NFL. We're a better league. We have better, younger players. We can do things they can't do because, at that point, we didn't have collective bargaining agreement. We

could do things like signing people out of college that NFL couldn't do, like Herschel Walker.

My overall observation was that he was kind of like a self-appointed savior of the league. That self-appointment was accepted by many of the owners, if not all of them. Maybe the only one that didn't was John Bassett. John Bassett was the smartest guy in the room. And Trump always thought he was the smartest guy in the room, so you can imagine how well that went with anybody. I think Donald had some ideas that weren't very practical. But his goal to create a successful team was accepted by everybody and a successful team leader and a successful league, and unfortunately the league had too many people without enough money to support a team, which eventually led to its downfall.

So my overall reaction was that the arrival of Donald in the USFL was an acclaimed success for not just Walter Duncan because I think he made out well on that deal. But also I think for the other owners, some of whom were probably attracted to be in the league in the first place because of Donald's presence in the league.

Will Hobson: So I want to go back to one thing you said earlier, which was that you characterized the decision to expand after the first season as disastrous. Why was that? Because of

the dilution of talent or because of the addition of more owners who didn't have the money to actually run a football team?

Bill McSherry: I'd say both. He and I are very good friends, but he would disagree with me about that because he was very much involved in that expansion. But you know what I mean, we expanded to cities with owners that only had enough money to pay the downpayment but they didn't have enough money to pay the long term expansion fee. Some of them didn't have enough money to try to --

I mean, the USFL looks kind of like the ABA in the sense that they decided they needed to hire NFL players to fill their rosters. And they needed NFL players who were known, not just NFL players. And they were expensive. In the end, they were too expensive for the teams to be able to afford the long term, especially since we got very little cooperation from ABC or ESPN, so we got money from them begrudgingly. In the end, we had to sue them for it.

Anyway, there was no enthusiasm in the media for the USFL other than the [indiscernible]. But ESPN started and the guy who started it was Chet Simmons based on the advice of Sharon Patrick who was at that point at McKinsey. She wrote a business plan for Getty Oil to start ESPN and Chet was, he had been I guess with NBC and the head of NBC Sports, then he was the first chairman of ESPN. And ESPN were the only people who really were



interested in it because ESPN was showing bowling. They had, believe it or not, about six hours of pool on the TV because they were 24/7. They had to fill their content and it was unbelievably boring. And the USFL did stupid things in order to get the exposure being on ESPN. They decided to give them games on Tuesday nights, Wednesday nights, Thursday nights, Saturday nights and Sunday days, and Sunday days were ABC, not ESPN. I mean, I was going nuts because they would not just show the game during prime time like 8:00, but then they would do a rerun of it in midnight. So the USFL was a godsend to ESPN because it's filling them up with content, football content. And, of course, at that point, everybody assumed that nobody in America didn't want to watch football.

Will Hobson: Right. I guess two hypotheticals I pose to everyone. The first one is what would happen to the USFL if Donald Trump had never got involved?

Bill McSherry: What would've happened to the USFL? This is a kind of a refined answer, so I'm not sure most people would agree with it. But I think that without Trump, the league would have become like a minor league in baseball or a developing league in football. They wouldn't have aspired to compete against the NFL. It would have been content to play in the spring. It would have provided a lot of jobs for football players, football coaches, and football executives. It might

not have provided as many franchises because I think Trump helped to attract some of the owners who later proved to be phonies or wannabes. But I think without Donald, the league, in his words in the ESPN special, it would have been small potatoes.

But you know what? Nothing wrong with small potatoes. They're very tasty and they can be successful food and they could have provided a continuing outlet for football during a season when there is no football. Well, for most of the season because they started in February and then and ended in June. And it might have been a success. But then again, Donald may have been right. It may have been you had to be big time football to actually be a success, financially and artistically.

Will Hobson: So then the other hypothetical is what if the USFL had won that case, had won a major judgment in addition to winning the verdict in that case and won the judgment in excess of a billion dollars? Would there have been a merger necessarily or --?

Bill McSherry: No. I worked for the ABA and they use litigation as a way to force the NBA to settle with them and let more teams in. And I was the lawyer who represented those four [sounds like] teams. I think everybody assumed that the NFL owners, having suffered through the Al Davis lawsuit, L.A./Oakland and fired Tagliabue's firm as their lawyer because

of it, everybody I think assumed that there would be some settlement and that presumably the only way for NFL allegedly not-for-profit organization with members could have settled to then to allow new people in. I know that's what all the owners wanted. Most of those owners knew that they wouldn't be allowed in because they were in small towns like Birmingham and Jacksonville or Portland. They needed to figure out a way to account for that.

There was a document that we never filed, which I had something to do with. We tried to allocate the results of the litigation's success. It became a disaster because of the way it was portrayed by Mr. Myerson. He's also dead. It was basically a litigation across [sounds like] this agreement. It provided people to get paid money or to give up their endowment money in order to gain an NFL franchise. That was intentionally pushed hard by Donald. There were a lot of owners who thought they could get in because the thinking was there were a lot of abandoned NFL cities. The ones who were smart enough to move to those abandoned cities would gain. The other ones would just have to [indiscernible]. I forget your original question.

Will Hobson: No, no. That makes sense.

Bill McSherry: If they had won, I don't know what would've happened because I think if you had a billion-dollar judgment, this probably wouldn't have been enough money to satisfy

everybody. They probably would be suing each other for the rest of their lives. But I don't know. I mean I'm not a soothsayer and I wouldn't be able to predict that.

Will Hobson: Tell me I guess your memories of the run-up of the trial. I know you weren't at a lot of the trial. I guess what you read on how the trial played out and perhaps how differently it should've gone. I mean you said -- media coverage says this. The kind of pivotal exchange there was that meeting between Donald and Pete Rozelle. They gave very different accounts of what took place in the Pierre Hotel.

Bill McSherry: One of them clearly was lying. I think it was at the Plaza. I wasn't there and I didn't know anything about it until I heard about it later. Look, I mean I signed the original complaint. I also did the original research to find out if they really had a claim against the NFL. I wouldn't have signed the complaint if I believed that we didn't. In my mind, what the lawsuit sued them about was how the USFL provided an opportunity for terminating NFL executives and coaches and assistant coaches and trainers and the other people who make up a football team to gain employment and to give players who were good enough college players but not good enough to stay in the NFL opportunity to play. The World Football League had failed because they went crazy with soccer and kick [sounds like] and just paid too much money and they had small town franchises.

My analysis at that time was that I thought that the networks were, quote, essential facility, closed quote, for football in America. A football team couldn't survive in America without exposure through a network. Allegedly - you probably found this in your research - that the AFL had a network contract and the NFL had a network contract. When they agreed to merge, Rozelle testified in Congress that under no circumstances would the combined league try to take over the third network, ABC, by giving it a contract. They wouldn't compete with college or high school football on Friday or Saturday. They would try to alternate their exposure on CBS and NBC to accommodate whatever would happen in the future. Of course, within a few years the NFL got Monday night football with ABC, which I thought was a violation of Rozelle's promise, and that the congressional exemption from antitrust laws that allowed the leagues to merge had been breached by that agreement. By the reaction that I personally had knowledge of because I was very involved in the ESPN contract and the ABC contract, any chance to get CBS, TNT, and NBC to get involved with USFL without any success. Wussler from CBS did make an offer that allowed the USFL to get the largest cable TV contract in history, \$68 million is my recollection. And Eddie Einhorn, who's also dead, he arranged that with Chet Simmons. But the original question was -- I'm sorry.

Will Hobson: I mean any memories --

Bill McSherry: My idea was if we were going to go to trial that we would put people on the stand like Rollie Dotsch, who was a hero in Birmingham, who'd been a longtime NFL coach, who was loved in Birmingham. And who together with probably the mayor of Birmingham, who was black at that time, could say, "What a boom it was for this tiny town" - not so tiny really - "in Alabama to have a professional sports team." What a [indiscernible] to the economy, to their self-esteem as a city, et cetera, et cetera. Instead, when Harvey got involved, he and Trump decided that this was going to be all about New York. Their witnesses were Senator D'Amato, Donald, Herschel Walker, who was making like \$15 million a year or something at that time when nobody made that kind of money anywhere. I just thought it got off the rails. I mean it was literally like a little guy against the big guy. But with Donald playing the major role and Myerson playing up to Donald who he personally represented, it became all about New York City.

Will Hobson: Who was the Birmingham coach you would have called on the stand?

Bill McSherry: Rollie Dotsch.

Will Hobson: Why?

Bill McSherry: Articulate man, just a lovable guy. I got to know him pretty well because Birmingham's owner

[indiscernible], former Ambassador Warner, they had money and loved the team and the league fans and eventually got --

Will Hobson: How many owners left their teams in the league's hands? It happened at least three times, Chicago, L.A. and Birmingham?

Bill McSherry: Chicago, L.A., Birmingham, eventually Houston. Washington just folded. There was a provision in the ABC contract. I don't know if anybody told you about that. It said that the league had to have teams in certain major markets for it to receive its rights fee. Obviously, L.A. was one of them. Houston was another. Originally, Washington was one. It wasn't like they had to be in all of them. They had to be in certain percentage of them. I don't know the percentage but it was like more than three quarters.

So when the L.A. owner, Oldenburg, disappeared, left the team and nobody didn't know what to do. We really didn't have much choice unless the ones who give up this ABC contract, which was its lifeblood, they took over the team, spent millions of dollars.

Will Hobson: Getting back to the trial and not that case, why did you end up off the case?

Bill McSherry: Well, it turned out to be kind of a disaster from the beginning. I mean they hired me originally to research and file it, which I did. Chet was on the way out as a

commissioner. Donald insisted, because he wanted to be in charge, that I accept as co-counsel his lawyer of choice, the infamous Roy Cohn. Roy was way over the hill and actually dying at that time. But I don't think Donald knew that. It was a joke because the morning after we filed the lawsuit, I was flying to Amelia Island for an owners' meeting. I could see on the TVs in the airport that Donald and Roy Cohn were on television, I think on the *Today* show although I couldn't swear it was the *Today* show, talking about how they were going to kill the NFL [indiscernible] awful people and they were criminals and all that. Because I had signed the complaint, I got hauled before Judge Leisure the day after I got back from the island. He was furious.

Well, the NFL lawyers had alerted him to it. NFL lawyers were Tagliabue and John [indiscernible] from Covington & Burling. They were complaining that USFL was litigating through the press and Leisure issued a gag order, which was appropriate to be honest. I didn't resist it. I went back to my office and then within three weeks, Donald got a letter from Harvey Myerson - I know this because I saw the letter - in which Myerson complained that the USFL wasn't being aggressively represented because they knew the PR approach, [indiscernible] litigation approach.



Of course, Donald should have known the judge had issued the gag order. Myerson probably wouldn't have known then because I'm sure he didn't read the files. Roy Cohn was by then getting sicker and sicker. Donald insisted that Simmons hire Myerson to replace Cohn as my co-counsel. Quickly it became obvious to me that Harvey and I, although we got along pretty well personally, that he wasn't playing square with me about a lot of things. His firm eventually kind of wormed their way into everything. The only thing they let my people in my office do is fly around the country and collect documents from the various teams. There wasn't much else. With Donald's acquiescence and I think approval presented his own series of the case to the owners at private meetings which I was excluded from. And I get to get set up and say I'm sorry, I'm out of here. So I quit. But I didn't quit as executive director because several of the owners usually from the smaller franchises asked me to stay on because they had a new commissioner who they didn't know very well.

Will Hobson: Getting back to your initial theory of the case, if you were going to argue that the USFL was entitled to be able to remain in the spring, I guess my question is how would you have made that argument given the USFL stated its intention to move in the fall? How is the NFL preventing the USFL from existing in the spring league?

Bill McSherry: Well, they weren't preventing us from existing in the spring league, but they were preventing us from being in the fall because most of the NFL teams at that time had so-called exclusive arrangements with their stadiums so that the stadiums, in exchange for the teams who wanted to play in the stadium, the stadium had agreed that it wouldn't allow any other professional football team to play, which probably didn't mean anything to the Meadowlands because Trump wanted to play at Shay stadium at the time, but it made things in cities like Boston, and Washington, and San Francisco --

But my theory was no one in their right mind would not agree that the NFL was a monopoly, and we had lots of circumstantial evidence about how they try to keep players from signing with the USFL, how they tied up stadium licenses and leases, how they influenced the networks. There was a lot of evidence and, in fact, the jury did find that the NFL was a monopoly. The difference I might have suggested to anybody who would listen was that you don't go to trial looking for money where Donald Trump is your exemplar. At the time, although I don't know how much money Donald really had at the time in this tough time with the casinos, but he certainly had the reputation of having a lot of money, and the jury certainly believed he had a lot of money. I guess it wouldn't have led [sounds like] with him. I would have led with Birmingham. I would have led with

Jacksonville. I would have led with Portland. I wouldn't have led with Trump. But I wasn't in-charge.

And actually I was at the opening statements. I happened to be in the court house as a lawyer. He drops in occasionally. Once was embarrassed to walk in while Myerson was cross-examining the then president of ESPN Bill [indiscernible] and Myerson was asking a question as I came into the courtroom from the back, and he said: "And then what did McSherry say?" There was a pause and Judge Leisure said, "Ladies and gentlemen of the jury, we're now at last in the first appearance in this trial of Mr. McSherry subject to the last question. And [indiscernible] says, "Hi, Bill." And Myerson said, "Answer my question," and he said -- I really don't remember what Mr. McSherry said. He was very close to some of the lawyers or something like that. But he wasn't argumentative. We were trying to negotiate an extension of our agreement and that was it. But my sense is that was one of Judge Leisure's first trials. And I believe Judge Leisure just died.

Will Hobson: He did.

Bill McSherry: He was living in the same building I live in now. But he was a very careful guy. It took him four months to decide. Maybe you have heard about this already. The first lawyer who showed up for the NFL in that case was Arthur Liman, a very famous New York law firm Paul, Weiss who got involved

with the Attica hearings and in all sorts of other things. He called me up to announce that he was arriving and I said, "Arthur, I have a problem. Your law firm, what we had in the USFL was formed and the outside counsel for the USW in the first two years of it coming to being and you got a hell lot of money. I haven't looked at the files, but I don't think it's a [indiscernible] to represent the NFL against the USFL." Then he said, "Judge Leisure and I were adjoining desks in the U.S. Attorney's Office. He will never disqualify me so don't you dare." So I said, "Look, I maybe a kid in your estimation, but I'm not a sap. If there's grounds to disqualify you, I'll make the motion. But I haven't done a research yet so just relax and I will look it up and get back to you." He said fine.

So I went back over the USFL's Office to look at the files. They had paid more than \$200,000. They had 16 lawyers working on the client. They had written three opinion letters saying that the leases with the NFL teams that precluded other competitive leagues from playing there were antitrust violations. And they had other stuff that I don't remember. I concluded that it wasn't proper. But of course I had to go to the executive committee and say, "Look, there's a problem here. We got this lawyer who wants to appear and if we move to disqualify him, it may take a couple of months for the judge to decide." I didn't realize it's going to take four months

because he did have a really sick mind and he wasn't anxious to disqualify him from such a high profile case. So we made the motion.

Trump particularly insisted we make the motion because he knew Liman to be a tough guy and he didn't want to say so. So I made a motion, and four months later the judge wrote an over 100-page opinion disqualifying him. And they hired Bob Fiske who was a great lawyer.

Will Hobson: Right. Tagliabue was involved with the case though, right?

Bill McSherry: Well, the problem that Tagliabue had -- and Paul and I got along pretty well because originally he called me up when the case was first filed and said he wanted four months extension of time to find a new counsel, a bar [sounds like] counsel. And I said, "Paul, I can't do that." He said, "Well, then you have to explain that to Judge Leisure tomorrow morning at 10:00." This is a funny story actually. I grabbed my -- there's a red book that New York lawyers have. Almost all have had it. It's called the *New York Law Directory*. What it is is it's a book that most people keep their title in and those they've handled at the time, and it also includes names and addresses of every lawyer admitted to practice in New York County.

So I grabbed it just because it was a way for me to keep myself straight. I put it down, looked around and sat there, Tagliabue and his partner [indiscernible] Starr, both of them really good gentleman. They presented their issue that NFL's -- he's saying the case are seriously like this was a major [indiscernible] and it's life and death it seems for these sports leagues then. The league needed more time to find a new counsel because Covington & Burling was on the way out. Well, not really on their way out. They just want to be [indiscernible] counsel because they had lost the Al Davis case.

So Judge Leisure, who I didn't know at that time, says, "Well, how much time do you want?" And he said, "Four months, Your Honor." And he looked at me and says, "Mr. McSherry, what do you think?" I said, "Well, Mr. Tagliabue and I talked yesterday and I offered him three weeks to engage a new counsel and he said no. And he said show up today so I'm here." The judge, a very smart guy, says, "Mr. McSherry, is that a lawyer's directory on your table?" I said, "Yes, Your Honor." And he said, "Can I borrow it?" I said, "Of course, Your Honor."

He tried to flip it up once and he tells Tagliabue, "Mr. Tagliabue, this is a directory of all the lawyers who are admitted to practice in the city of New York. I believe there are more than 60,000 names in here and I can assure you one of them would be more than happy to represent the NFL in this case.

It shouldn't take you four months to find somebody from this list and I'm sure Mr. McSherry would loan you this book if it helps you." So I think he's suggesting that three weeks is more than generous, and "I think you'll find that these law firms are easy to get along with and compatible with the judges down here. So good luck. Go back to your client and say work harder and you'll find a lawyer that's acceptable." That's my knowledge around the [indiscernible]

Will Hobson: I guess, yeah, I've covered in broad strokes all the things I want to talk about. Is there anything else about that trial or any other anecdotes or specific memories of that trial or Trump in the USFL we haven't talked about that you think I should know?

Bill McSherry: Well, I wasn't there when Trump testified and I wasn't there when Rozelle testified, but I know that at that meeting -- I mean, I know somebody was told by the younger partners at probably Myerson's firm that that exchange of testimony and cross-examination was the death knell for the case. I can't say anything negative about Donald because I wasn't there. I can't say anything positive about Rozelle because I wasn't there. And I didn't think Rozelle was the greatest guy in the world. But I think as you look at a lawsuit, the gestalt of a lawsuit is like what's this impact going to be on the jury. And I think that the gestalt that was

portrayed was of aggressive rich people suing the NFL, a national treasure, and trying to sneak into the NFL by suing them. And I think the guy from Skadden did a good job of portraying Donald --

I don't know that any other owners testified actually. I mean, I would have had the other owners testifying, but that wasn't my call. Because eventually Donald set in the motto it was all about New York, conspiracies, conspiracies, conspiracies. And you've been around long enough to know conspiracies that are easy just to claim and difficult to prove, so I would say USFL's proof failed. It didn't fail to prove the NFL was a monopoly because that's almost a given. But when it came down to awarding Trump money, the jury recoiled [sounds like], well, give him a dollar.

Will Hobson: Who would have been better owners to put up there in front of the jury?

Bill McSherry: I would say the number one owner I would have put up was Myles Tanenbaum who was the owner of originally the Philadelphia Stars and later the Baltimore Stars. That team won the championship two years out of three. He's well known. He's a lawyer. I think a tax lawyer, but he's a lawyer. A very smart guy and he was articulate. I mean, Donald's very articulate, don't get me wrong. But he's not boastful. He would have had many more facts at his disposal than Donald ever



could have. So that's plugged into his brain about jobs that he created, attendance records, audience participation, fans. I mean Myles was a real owner. Donald was the guy who wanted to own and be in his box, but I don't think he was into the nitty-gritty.

Will Hobson: Do you subscribe to the theory that Donald bought the Generals hoping to get an NFL franchise at a USFL price?

Bill McSherry: I don't subscribe or unsubscribe. I have no idea. I wasn't around when Donald brought the team from Duncan. Steve was. Did you talk to Steve? He acted once I got involved and somebody wanted to push the NFL into taking a number of teams, same just as into the league because the NFL was the show. I mean, that's what they should be siding for. And he was very persuasive with his arguments and a lot of the other owners went along with him, not all of them but most of them. But that's why even though McKenzie recommended that we stay in the spring, Ms. Sharon Patrick, the same Sharon Patrick who wrote the business plan for ESPN, she wrote the plan for the USFL to stay in the spring and Donald spoke out very impressively I thought at the time that the owners had rejected McKenzie and he paid \$650,000 to give us advice on. He said, well, in fall we'll go head-to-head with the NFL and just again [indiscernible].

Will Hobson: Well, Bill, I really appreciate all your time. I'm going to write something up at some point in the next week or two that will go in this book. And then at some point, I'm not quite sure how it will look in the newspaper, but when I get a firmer idea on that, I'll circle back with you and let you know. And if anything else comes to mind you think I should know, you got my phone number. All right?

Bill McSherry: Okay. Please don't destroy my reputation or Donald's.

Will Hobson: I don't think --

Bill McSherry: Donald maybe beyond his --

Will Hobson: I don't think I have material in my notebook to do either of those things. But I appreciate you walking me through this stuff here, and thanks again for all your time.

Bill McSherry: All right. Take care. Have a good day.

Will Hobson: You too. Bye.

Bill McSherry: Bye.

[End of file]

[End of transcript]